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NEWS RELEASE

UNIVERSITY OF SAN DIEGO



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FOR IMMEDIATE RELEASE

USD BUSINESS SCHOOL SPONSORS AFFIRMATIVE ACTION SEMINAR

"Integrating Affirmative Action into a Successful Personnel and Management Program," a seminar sponsored by the University of San Diego's School of Business Administration, will be held February 12, 1981, from 8 a.m. to 4 p.m. at the La Jolla Village Inn.

Fees include luncheon and materials and are \$85 for individuals, \$70 for two or more from the same organization, and \$70 for Personnel Management Association of San Diego members. Advance registration is requested. For details, call 293-4585.

Leading the seminar will be two USD Business School faculty: Dr. Fred Bahr, Associate Professor of Management; and Dr. Dennis Briscoe, Assistant Professor of Management and Personnel.

The seminar will investigate ways to create a positive climate for Affirmative Action as well as ways to use it to enrich organizational performance, culminating in the full acceptance and integration of Affirmative Action into a firm's overall personnel program.

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